



POST-CONTACT



Leveraging Data Insights to Improve Customer Satisfaction in Consumer Goods

CASE STUDY

The Challenge

IntouchCX partnered with a leading American producer of packaged consumer foods. The brand needed help to better understand their consumers' sentiments in order to improve their overall service and ultimately enhance their customer experience. We recognized a need for in-depth analysis of dissatisfaction (DSAT) to pinpoint its root causes and significant trends. This includes reports on the main factors driving DSAT, the products most commonly associated with customer dissatisfaction, and any other relevant analytics and recommendations we can offer.

Our primary goal was to equip the brand with detailed data on customer satisfaction (CSAT) and dissatisfaction, along with a thorough overview of customer feedback to gauge customer sentiment and enhance customer service. We achieved this through our extensive quality assurance (QA) solution using Catapult, our proprietary analytics platform offering micro-level insights on program performance.



Our Solution

We provided our partner with detailed analytics of our performance starting March 2024. This analysis covered the total number of surveys received and offered a breakdown by satisfaction categories (CSAT, Neutral, DSAT) as well as by tenure, specifically for the voice and email lines of business (LOBs) based on the previous month's data. Our team focused on identifying the root causes of dissatisfaction by analyzing responses with lower ratings and offered insights into these issues.



Additionally, we collaborated with the voice operations team to develop a Tableau dashboard aimed at enhancing our understanding of consumer sentiments and direct feedback from the surveys. This tool is designed to capture overlooked feedback, which is crucial for improving our services.

Our approach highlighted our commitment to partnership and teamwork, creating an environment that emphasizes shared objectives and collective achievement. This strategic collaboration led to significant improvements in retention rates and reductions in training durations. Our focus on joint success not only strengthened our relationship with the partner but also fostered a culture of ongoing learning and development. By refining training practices and integrating cutting-edge technologies, we ensured high levels of knowledge retention, enabling our agents to excel in their roles and effectively support our partner's goals.

Our Results

The results of our collaboration have been overwhelmingly positive, aligning well with the client's expectations across all efficiency and quality assurance metrics. Key performance indicators such as service level (SL), abandonment rate, average handle time (AHT), quality, and emails per hour (EPH) have all met or exceeded the standards set forth. Here are the highlights:

>3min ► **improvement in EPH
with Catapult**

2min ► **reduction in AHT**